

Message Text

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4091

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E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: REQUEST FOR FUNDS FOR NEW MARKET RESEARCH PROGRAM

REF: TOKYO A-383, NOVEMBER 22, 1976

1. SUMMARY: EMBASSY WISHES TO INITIATE NEW CONTRACTED MARKET RESEARCH PROGRAM FOR DEVELOPMENT OF BRIEF STUDIES ON SPECIFIC PRODUCT GROUPINGS FOR WHICH ADDITIONAL MARKET OPPORTUNITIES FOR U.S. FIRMS ARE BELIEVED TO EXIST. ACTION REQUESTED: COMMERCE IS REQUESTED TO ALLOT FUNDS FOR PRESENT FISCAL YEAR AND INCLUDE PROGRAM IN BUDGET ESTIMATED FOR FY 1978. END SUMMARY.

2. AS ONE FACET OF EXPANDED EXPORT-TO-JAPAN PROGRAM OUTLINED IN REFS, EMBASSY WOULD LIKE TO INITIATE NEW MARKET RESEARCH PROGRAM AIMED AT DEVELOPING BRIEF BUT DETAILED MARKET INFORMATION ON SPECIFIC PRODUCT GROUPINGS FOR WHICH IT IS BELIEVED ADDITIONAL U.S. EXPORT OPPORTUNITIES EXIST OR CAN BE DEVELOPED. SUCH A "MARKETS OF OPPORTUNITY" PROGRAM WOULD BE IN ADDITION TO THE LONGER MARKET RESEARCH STUDIES DEVELOPED UNDER THE PRESENT OIM ANNUAL CONTRACT IN SUPPORT OF PLANNED TRADE PROMOTION EVENTS AND THE GLOBAL MARKET RESEARCH PROGRAM. NEW PROGRAM WOULD PROVIDE EMBASSY MEANS TO DEVELOP MORE DETAILED INFORMATION ON CERTAIN INDIVIDUAL PRODUCT GROUPS WHICH MAY NOT BE COVERED BY THSE OTHER MR PROGRAMS. INFORMATION DEVELOPED UNDER PROGRAM WOULD NOT ONLY BE USED TO PROVIDE MARKETING INFORMATION TO BOTH ESTABLISHED AND NEW TO-MARKET FIRMS BUT COULD ALSO ASSIST IN SCHEDULING FUTURE PROMOTIONAL EVENTS OR TO UPDATE OTHER MR STUDIES TO SUPPORT ALREADY PLANNED

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EVENTS. ANOTHER SPIN-OFF ADVANTAGE OF NEW PROGRAM MIGHT BE

TO PROVIDE INFORMATION ON ALTERNATIVE PRODUCT THEMES TO BE USED FOR PROMOTIONAL EVENTS AT THE TRADE CENTER WHEN PLANNED EVENTS HAVE TO BE CANCELLED BECAUSE OF UNFORESEEN CIRCUMSTANCES.

3. AS WE NOW ENVISAGE PROGRAM, COMMECE WOULD ALLOT AN ANNUAL FUND OF \$10,000, BULK OF WHICH WOULD BE EARMARKED FOR ANNUAL CONTRACT(TO BE AWARDED ON BID BASIS) WITH LOCAL MARKET RESEARCH FIRM FOR SERIES OF BRIEF STUDIES. COST OF INDIVIDUAL STUDIES WOULD DIFFER DEPENDING ON COMPLEXITY OF PRODUCT GROUPINGS INVOLVED AND INFORMATION BEING REQUESTED; AVERAGE COST WOULD PROBABLY RANGE FROM \$1,000-1,500. CONSIDERABLE FLEXIBILITY WOULD BE WORKED INTO THE CONTRACT SO THAT, FOR EXAMPLE, EMBASSY COULD REQUEST ADDITIONAL RESEARCH ON A PRODUCT GROUPING IF MORE INFORMATION NEEDED TO MOUNT TRADE EVENT. PRODUCT THEMES AND SPECIFICATIONS FOR SUCH REPORTS WOULD BE DEVELOPED BY EMBASSY IN CONSULTATION WITH COMMERCE, TRADE CENTER, AND CONSTITUENT POSTS. IF THIS PROGRAM IS INITIATED, WE WOULD ALSO PLAN TO SOLICIT VIEWS OF AMERICAN CHAMBER OF COMMERCE JAPAN ON POSSIBLE REPORT THEMES AS PART OF EMBASSY'S CONTINUING EFFORTS TO VE RESPONSIVE TO NEEDS OF LOCAL U.S. BUSINESS COMMUNITY.

4. IF IT IS DEEMED ADVISABLE, EACH YEAR CERTAIN PORTION OF \$10,000 NOT USED FOR ANNUAL CONTRACT DESCRIBED ABOVE COULD BE SET ASIDE (1) TO ASSIST CONSULAR POSTS IN DEVELOPING ADDITIONAL INFORMATION ON PROMISING REGIONAL MARKETS AND/OR (2) TO PURCHASE INDIVIDUAL PRODUCT REPORTS DEVELOPED BY LOCAL MARKET RESEARCH FIRMS UNDER MULTI-CLIENT PROGRAMS SUCH AS THAT OF INTERNATIONAL BUSINESS INFORMATION INC.(IBI) TO WHICH EMBASSY SUBSCRIBED FOR PAST TWO YEARS.

5. THE POST UNDERSTANDS THAT SEVERAL RECOMMENDATIONS WERE PASSED AT THE JANUARY 76 PARIS TCD CONFERENCE SUPPORTING TYPES OF ADDITIONAL MR ACTIVITY SIMILAR TO THAT DESCRIBED IN THIS MESSAGE AND WERE SPECIFICALLY APPROVED BY OIM IN THE CONFERENCE MINUTES.

6. ACTION REQUESTED: IT IS REQUESTED THAT COMMERCE INCLUDE \$10,000 FOR THIS MR PROGRAM IN THE BUDGRT ESTIMATES FOR FY1978. IN ADDITION, BECAUSE THE EMBASSY WOULD LIKE TO INITIATE THIS PROGRAM THIS FY, IT IS ALSO REQUESTED THAT UNCLASSIFIED

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COMMERCE ALLOT AS MUCH OF THE \$10,000 ANNUAL PROGRAM TOTAL AS POSSIBLE FOR FY 1977.
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